



Your Every Gift Problem May Be Quickly and Satisfactorily Solved at BROWN'S

FOUR HALLMARK SPECIALS

Bracelet Watch — 15-full jeweled, gold filled, warranted 25 years, at **\$15**

Bracelet Watch — 15 full jeweled, 14kt., solid gold, at..... **\$25**

Sterling Silver, full size, vanity case, at **\$8.50**

Sterling Silver, full size cigarette cases **\$8.50**

We invite Competition.

C. B. BROWN CO.
220 South Sixteenth St.
New U. S. Nat'l Bank Building.

We are Prepared for the Coming Holiday Season

With hundreds of attractive and exclusive novelties for useful gifts.

New Books Here

Books for the lover of fiction, for children and standard works for everyone.

Many Other Gift Suggestions

Calendars, Engraved Xmas Cards, Japanese Baskets and Trays, Copenhagen China, Leather Novelties, Vanity Cases, Monogram Stationery, Desk Sets, Attractive Sewing Baskets.

Mathew's Book Store
122 South 15th St.



DIAMONDS

PRECIOUS STONES FOR XMAS

are incomparable gifts. There is something imperishable about jewelry that makes it most fitting in remembrance of friendship and sentiment at Christmas time. Among our varied stock you will find a large number of attractive settings in semi-precious stones, as well as the more costly diamonds, emeralds and rubies. We are showing some new designs in brooches, pendants, neck chains and pins at very moderate prices.

JOHN HENRICKSON
THE LOYAL JEWELER.
Hotel Loyal Bldg. Cor. 16th and Capitol Ave.

OMAHA'S EXCLUSIVE CHRISTMAS GIFT SHOP

Here you will find exclusive Xmas gifts of rare Oriental pieces, Egyptian Beads and Scarabs, Van Brigg's Pottery, Hope Chests and numerous antiques that make exceptionally appropriate gifts for those who appreciate rarities such as we sell.

ALLA SHOP
1212-1214 W. O. W. Bldg.

Everything in Pleating

The fashionable kind. Fancy and plain covered buttons. Hem-stitching and Picot Edging.

Ideal Button and Pleating Co.
107-109 S. 16 St.
Tel. Douglas 1936

COAL
AT CUT PRICES
Just a Few of Our Many Kinds.

SPECIALTY—Lump and Run, per ton \$4.75
CHEMUR—HOT — Genuine, per ton \$4.75
NOVEMBER—Fancy Lump, ton \$5.50
ILLINOIS—Lump and Run, per ton \$5.50
RADIANT—Franklin Co., per ton \$5.50
SPADRA—Hard Coal, for furnace use, ton \$5.50

ROSENBLATT
CUT PRICE COAL CO.
1222 Nicholas. Telephone Douglas 530.

DO YOUR CHRISTMAS SHOPPING EARLY

STEINWAY



Individuality is the distinctive feature of the Steinway Piano. Its rare sweetness, purity and power of tone are possible only because of the inherent musical instincts of its makers and their years of specialized training. It is the master production of four generations of piano-

forte experts, the recognized Standard Piano of the world. Visit our Steinway parlors and inspect these superb instruments.

UPRIGHTS, \$500 GRANDS, \$750
Monthly terms can be arranged if desired.
Write for Free Catalogue.

Schmoller & Mueller Piano Co.
1311-13 Farnam St., Omaha, Neb.

Only Store in Nebraska or Western Iowa where you can buy New Steinway Pianos.

A Dozen Portraits Solve, at Once, a Dozen Perplexing Gift Problems

F. A. RINEHART
PHOTOGRAPHER

18th and Farnam Sts. Douglas 1732

LAURIE J. QUINBY, State Senator-elect.



Telephone Red 4803
Rooms 304 and 305 Boston Store Building

A Beautiful Reading Lamp Makes a Lifetime Christmas Gift



American Electric Company
"The Fixture House" 520 South 16th St.

NOW OPEN The New Farnam Bowling Alleys

W. L. SCHOENMAN, Prop.
11 Brand New Alleys, 1807 Farnam St. Basement.

Special Xmas offer on Kodaks and Cameras
Photo Craft Shop
"Film Specialists." 416 Bee Bldg.



Christmas for everybody

Christmas Cards

For Business and Social Purposes

Business Men—
Your customers will be pleased with an appropriately embellished card or folder carrying Xmas greetings, an expression of appreciation for past courtesies and good wishes for a prosperous New Year.

Your Personal Friends—
No gift could be more appropriate for a lady or a gentleman than a box of handsomely engraved visiting cards, a box of elegantly embossed monogram stationery, or a nicely worded holiday greeting correctly engraved on appropriate cards.

A phone call will bring our representative with samples
Irvin A. Medlar Co.
Commercial and Society Printers
Tel. Doug. 1262 414 South 14th Street

Best Xmas Gift—

A Savings Account

Always Appreciated

Deposits in this bank are protected by the depositors Guarantee Fund of the state of Neb.

German-American State Bank

16th and Farnam Sts.

John Says "I want to tell 4,000 ladies just what they should select as Xmas gifts for their husbands"

Cigars and Tobaccos in Xmas packages, Pipes, Fountain Pens, Flash Lights, Safety Razors, Cutlery, Cigar Lighters, Poker Sets, Cigar and Cigarette Cases, Humidors, Leather Novelties, Match Safes, Cigar Cutters, Cuff and Neckwear Boxes, Cigar and Cigarette Holders, and 1,001 other gifts.

JOHN'S CIGAR STORE
Sixteenth and Harney Streets

Sensational Values At Omaha's Big Bargain Store ON SPECIAL BEGINNING MONDAY, DEC. 7

\$15.00 Men's and Young Men's Chinchilla, Broadcloth and Irish Frieze, shawl or military collar, silk lined Overcoats. On special sale **\$7.95**

\$12.50 Men's Serge, Worsted and Cashmere Suits, all silk serge lined. Sale price **\$5.75**

\$3.50 Boys' Knickerbocker Suits, ages 3 to 17. Sale price **\$1.45**

50c Men's Work Shirts, black, blue or tan. Sale Price, 3 for \$1

10c Cotton Flannel Gloves. Sale price **5c**

\$1.00 Men's fleece lined Union Suits. Sale price **65c**

\$4.00 Boys' Belted Overcoats, military or shawl collars, ages 4 to 18. Special sale price **\$2.25**

Buy them plenty and buy them early. You can't go wrong. Mail Orders Filled Same Day Received.

S. E. Cor-12th and Farnam **The Fair** S. E. Cor-12th and Farnam

Buy Your Xmas Gifts Early

Buy at a store which will save you money. A reduction of 25% on WINDLITZ BLANKETS. All sizes for ladies and boys. We also carry a large stock of useful gifts such as Carving Sets, Mirrors, Safety Razors, Silverware, Pocket Knives. Make your selection now.

O. L. Weimer & Co.
Sells Furniture.

Diaries and Desk Calendars...

are office necessities for the coming year. We carry the standard line of **HOLIDAY CARDS AND BOOKLETS**. See our display of beautiful seals and tags. Ask for one of our calendars.

OMAHA STATIONERY CO.
307-309 South 17th Street.

For Your Xmas Baking

GO TO **Ortman's New England Bakery**

Good and Pure Like Mother used to Make

A large line of specialties and home baking. Fresh all the time. Just try one of our lunches or dinners. You will be pleased with both quality and service.

212 North 16th Street. Opp. Loyal Hotel.

Nature's Gift

to you was a Good Set of Teeth

What are you doing to preserve them? Do you realize what Good Teeth mean to you health? Why not make yourself a

Real Xmas Gift

One that will preserve your health, appearance and give you that attractive personality so much needed in this very busy every day life.

Money Well Spent

Always Brings Back Good Results. You realize if you allow your teeth to decay, your health will be impaired—bad breath, sour stomach, poisoned blood, blotchy spots on face, tired, worn-out feeling—and a smile that spoils your progress in life will be the result.

Think a Little

of yourself. Don't spend your hard earned cash foolishly on friends and relatives—spend it on your teeth. Preserve your health, beauty, happiness—it will pay best in years to come.

Dr. Taft
Dental Parlors
1517 Douglas Street